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Ideas...

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U.S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL

DEC 2 - 1966

YOUTH DEVELOPMENT

FEDERAL EXTENSION SERVICE U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON D. C. 20250

No. 82

February 17, 1965

Dear Co-workers:

This is our first Ideas letter for 1965. We see this as a year of unequalled opportunity and need for meaningful educational programs for young people. The Population Reference Bureau called 1965 the year that America's post World War II baby boom "came home to roost." About 3,700,000 youngsters celebrated their 17th birthday - a 37 percent increase in just one year. There is a comparable increase in the younger ages and it is reported the ranks of teenagers are now increasing over 800,000 annually. The 4-H program has never faced a greater challenge. The increasing number of boys and girls, the changing community situations, the diverse and expanding needs of youth require a constant reappraisal of our methods, a rededication of our efforts to help young people prepare for effective citizenship in our democracy.

SOUTHERN AG. WORKERS CONFERENCE

The 4-H and Extension Youth Section based their discussions on the interesting topic, "4-H Meets the Challenge of Redundant Change", during the February 1-3 conference. The four sub-topics were: Programming - Project Patterns, Basics of Project Development, New Potentials in Projects, Reach and Teach.

Lloyd Rutledge and I participated in the discussions. President of the 4-H section was Rhonwyn Lowry, Ga. with Conrad Feltner, Ky. as Chairman of the programs committee. For the 1966 4-H Extension Youth Section, Conrad Feltner was elevated as President of the section, Ann Barr, Ala., was elected Chairman of the program committee. Dr. Carlton Blalock, N. C., and J. B. Williams, S. C., are to serve on the committee, also. The 1966 Conference is scheduled for Jackson, Miss. February 7 - 9, 1965

4-H IN THE NEWS

.....Janet Perring, the 15-year-old girl from Illinois who won grand championship at the International Livestock Show, and her angus steer, "Charger," are appearing at the Berlin Green Week Fair. Janet and "Charger" were introduced by Secretary Freeman at a big send-off program in the patio of USDA, before leaving for West Germany.

COOPERATING WITH LAND GRANT COLLEGES AND UNIVERSITIES

-Ann Bowley, 4-H member of Durham, New Hampshire, and her collie, "Flicka" were on the network TV program, "To Tell the Truth". Tremendous! -- A suggestion for State and local programs.
-Helen George of Virginia was 4-H ambassador to the conference of American Farm Bureau Federation in December. Reports indicate she did an outstanding job in telling about 4-H and explaining youths' viewpoints.
-Jerry Worster of Ohio, one of three 4-H members to attend the Entomological Society of America meeting in December, took with him a display of insect photographs he had made. One of his accomplishments was photographing a Monarch butterfly in its various stages of forming a cocoon and of hatching. For closeup work he had used a plate camera and microscope.
-February issue of "What's New in Home Economics" has two 4-H stories--a story about Tennessee's 4-H Home Management work, and one on "The Teenager in the Family," quoting the Kentucky Extension Family Life Specialist.
-November issue of "Georgia L-P Gas News" paid tribute--with stories, pictures, editorials--to the 146,942 boys and girls enrolled in 4-H in Georgia. Special mention was given to activities at Rock Eagle 4-H Educational Center.
-"Too Good for Headlines", an article in the University of Vermont Alumni Magazine explains how the University helps the 4-H program. The closing statement: "And that's the story of 4-H. Good people doing good work for the good of their communities. A pleasant world--all but invisibleBecause it works so well."
-"Youth Takes to Quarter Horses," light but punchy reading about youth in the 4-H horse program, in the November 1964 issue of Holiday Inn Magazine. The 4-H'ers introduce an article which then goes on to give history on the Quarter Horse and its importance today.

BROCHURE - "4-H Fits the Future"

We hope you like the new brochure which will be a reporting-promotion piece for 1965. Bob Pinches has spearheaded the development of the brochure, which will be available through the National 4-H Club Foundation.

PLANNING KITS FOR NATIONAL 4-H WEEK

Planning kits for 1965 will again have a "Join 4-H" flavor. May 15 is our target date for mailing kits to States. Your Distribution Officer will be alerted about placing orders.

Staff members of the National 4-H Service Committee and National 4-H Club Foundation were in on the planning and are helping to produce some of the items.

We are hearing many favorable comments about the 1965 poster, provided by Coats and Clark, which was previewed at Club Congress.

REPORT TO THE NATION

The committee planning the specifics of the 1965 Report to the Nation operation for this year are highly enthusiastic about plans for coverage on more of a year-round basis. A larger number of reporters--eleven, this year--were selected by a committee working under the chairmanship of Jack Tyree. Jack was prevented from attending the recent meeting by an emergency situation but he helped with the planning by telephone.

Coverage during National 4-H Week will be planned for New York and Washington and for other cities if major assignments like network programs can be completed. Reports will be made in possibly three cities during the year with four reporters at each of them. Several of the young people will have individual assignments where they represent 4-H at major national meetings.

Ken Anderson will be the chairman of operations.

RECRUITMENT AIDS

Michigan slide and tape "On Target" series is well worth reviewing by States who might want to purchase from Michigan or to develop their own promotional tools. Write Bill Tedrick for information. If you have not seen the Texas materials developed by Bob Hunt, we would surely recommend these also.

NATIONAL RECOGNITIONS

Two types of recognitions will again be presented in 1965 for outstanding nationwide service to 4-H:

Partner-in-4-H (Presented during National 4-H Conference):

Col. Charles A. Anderson, American Korean Foundation
William T. Brady, Chairman, Advisory Committee, Corn Products and
President, National Association of Manufacturers
Mrs. Isabella Jones, Director, National Committee on Children
and Youth
John A. Logan, Executive Vice-President, Olin Mathieson Company
Bruce Lourie (Retired), John Deere and Company
Dr. Paul Miller, President, West Virginia University
Mrs. C. A. Moorman, Vice-President, Moorman Manufacturing Company

Organizations, Foundations, Companies receiving Crested Clover citation:

American Farm Bureau Federation
Chicago & North Western Railway Company
Coats & Clark, Inc.
Illinois Central Railroad
National Dairy Council
National Extension Homemakers Council
National Farmers Union
National Grange
Owens-Illinois Glass Company
The Pittsburgh Plate Glass Foundation
Thomas J. Lipton, Inc.

LEADS FOR LEADERS -- No. 36 - "Progress in Career Exploration "

You will recall our urgent request early last fall for brief State progress reports on five or six developing areas in Extension 4-H youth work. A very high proportion of States sent reports of progress in career exploration. Although we recognize that many important parts of the State efforts were not included due to the pressure of time, you will find many ideas that are proving successful across the Nation.

4-H AT WORLD'S FAIR

Many of you have inquired about the outstanding program Massachusetts presented last year in their New England Pavilion at the World's Fair. We have invited Merle Howes to provide us with photographs and a description so we can share the information nationwide. Some States have found opportunities to feature 4-H in State Buildings.

NEW 4-H HEALTH GUIDE

Pauline Brimhall, Health Education Specialist of Florida, has just completed the manuscript for a new health planning guide, about which we're enthusiastic. It is planned for Extension agents.

The guide was suggested by the 4-H Health Development Committee, under Agnes Hansen's chairmanship. Miss Brimhall has reflected the discussions and recommendations of the health committee. She has had further consultation from many outstanding persons in the health and fitness field, and the close cooperation of Emmie Nelson and Fern Kelley.

Your State Distribution Officer will be notified as soon as a projected date for printing is established, probably during the early months of the year.

"KNOW WHAT YOU'RE TALKING ABOUT - READ"

That's the provocative theme for National Library Week, April 25 - May 1. A subsidiary theme will be "Open Your Future - Read", which is well adapted to 4-H use. The planning committee wants to make reading accessible to all Americans, for continuing education as well as personal fulfillment.

CENTENNIAL ANNIVERSARY FOR SALVATION ARMY

The Salvation Army is observing its Centennial year. As you know, one of their many-faceted services is work with young people. They would be pleased for any opportunities to explain their "Century of Service to God and Man."

OPPORTUNITY FOR COLLEGE 4-H

The Council of the Southern Mountains, Inc., College Box 2307, Berea, Ky., is sponsoring a summer project which will probably involve between 100 to 400 college students living and working in isolated mountain communities. The youth will focus their activities on rejuvenating the one and two-room schools in the area. They will be working under a special grant from the Office of Economic Opportunity. They are seeking college students as volunteers, so you may want to bring this opportunity to the attention of members of your collegiate 4-H Clubs.

TWENTIETH NATIONAL CONFERENCE ON CITIZENSHIP, SEPTEMBER 15-18, 1965, AT THE MAYFLOWER HOTEL, WASHINGTON, D. C.

This is the Twentieth National Conference on Citizenship under the leadership of Carl B. Hyatt, Executive Director and Tom C. Clark, President.

You may want to begin making plans for attendance at this Conference. A suggested agenda will be sent to you following the planning committee meeting on February 6, 1965. Please address your inquiries for additional information, reservations, etc., to: Judge Carl B. Hyatt, Executive Director, National Conference on Citizenship, P. O. Box 172, Rockville, Md.

4-H GRAIN MARKETING CONFERENCE

This 14th Annual Conference sponsored by the Chicago Board of Trade, the Cooperative Extension Service and the National 4-H Service Committee involved two 4-H members and one adult from 11 States. John Banning of our Division attended one day and his report indicated it was very outstanding educational event giving emphasis to Economics Education which is much needed in all educational programs today. Since next year will be the 15th, special efforts will be made to evaluate this phase of State 4-H programs and see if the educational impact of such an activity might be increased.

4-H AT AMERICAN HOME ECONOMICS

Fern Kelley is interested to have the names of State 4-H workers who plan to be at American Home Economics Association Convention in Atlantic City in June. A luncheon-discussion session is being planned.

UNITED STATES DEPARTMENT OF STATE - BUREAU OF PUBLIC AFFAIR

Did you know that the U. S. Department of State has services available for American organizations and individuals interested in foreign affairs? Three of these services of particular interest to 4-H and Extension are:

- (1) COMMUNITY MEETINGS: Community Meetings on Foreign Policy are scheduled on request when possible. Under this program a team of Department or Foreign Service officers spends a week or ten days participating in meetings requested and sponsored by one or more local groups for their entire community.
- (2) PUBLICATIONS: The Department regularly publishes material, available to the public, on foreign policy and the operations of the Department of State. Organizations wishing to receive sample copies of publications as they are published should request to be put on the Department's mailing list.
- (3) GRAPHIC AIDS: There is a small library of films from which organizations, schools, and clubs may borrow for showings to groups. A catalog of films is available on request from the Films Officer.

Sets of posters presenting facts about United States foreign trade are available, as is a set of posters on The Five Goals of U. S. Foreign Policy.

For further information write: Office of Public Services, Bureau of Public Affairs, Department of State, Washington, D. C. 20250.

NATIONAL 4-H FELLOWSHIPS

Have you noted March 1 is due date for 1965 fellowships. Our experience with meeting and working with the Fellows is that most of them heard about the program from a State or Federal 4-H staff member. Your encouragement to worthy candidates is highly important.

YOUTH CAN HELP WITH THE AGRICULTURAL CHEMICALS PROGRAM

The new 1965 Agricultural Chemical Safety Program Kit, "4-Keys to Pesticide Safety," has been distributed to county extension offices throughout the Nation. Two program kits are available in each county. They should be shared to develop a county and/or area program. We urge you to contact 4-H members and leaders to participate in this important national safety campaign.

4-H PHOTOGRAPHIC DEVELOPMENTAL COMMITTEE MEETS

The National 4-H Photographic Developmental Committee met recently in Las Cruces, N. Mex. to continue the work on the 4-H photography project. Within the next few weeks, each State 4-H Club leader, visual specialist, and Extension editor will be receiving an informational kit of materials intended to promote and implement the 4-H photography program. Included in the material are: Photography Program Guide for State Leader, Training Guide for Agents, Judges' Training Guide and Score Card, plus three leaflets in the Advanced Career series. Unit 4, "Mastering Photography," will be released in early spring. To date 450,000 copies of the first 3 units have been sold to the States.

To aid the States in recruiting leaders for the photography program, Eastman Kodak is producing a 20-minute movie on the ease, fun and rewards of leading a 4-H photography project. John Mills, Informational Films Service, Eastman Kodak, is writing and producing the film. It will be released this coming spring. Copies will be sent to State lending libraries.

OUR STAFF ASSIGNMENTS

A summary of our Division staff assignments is enclosed. We have reviewed our assignments, based on our Plan of Work and on the areas where you are asking our help.

RECOGNITION FOR VOLUNTEER SERVICE

You will receive a brochure and nomination form for the Lane Bryant awards, which recognize exceptional voluntary service benefiting the community, State or Nation. Note awards both for an individual and a group. Nominations are due April 5 on work done during 1964. We have many examples of wonderful volunteer service through 4-H that should be brought to public attention.

STATE 4-H STAFF RECOGNITIONS AT NATIONAL CONFERENCE

A REPLY
PLEASE

A form is enclosed for you to use in sending names of State and Assistant State 4-H Club Leaders who are eligible to be recognized in 1965. Presentation will be a feature of the Leaders's program at National Conference.

AUGUST ISSUE OF EXTENSION REVIEW

REPLY PLEASE
BY MARCH 1

Theme - "4-H: Learning for Living." The August issue of Extension Review will focus on how 4-H youth programs contribute to full and meaningful living--jobs, health, values, creative recreation, conservation, etc.

We suggest you re-read the last five objectives of 4-H Club work: E. Explore career opportunities and continue needed education ..Practice healthful living and constructive use of leisure ..Appreciate nature and apply conservation principles ..Strengthen personal standards and citizenship ideals ..Cultivate desire and ability to cooperate.

However, be specific in your suggestions for stories. For example: How is 4-H adjusting to the out-movement of population in certain counties? How are youth being prepared for urban living? How is 4-H helping future farm operators to get as much training as possible? What kinds of resources are being utilized for career exploration? How can boys become interested in health? In money management? In personal appearance? What is being done about teenage nutrition? How can citizenship values be taught in the local club? What can 4-H'ers do about conservation? -- etc. etc.

Possible authors might be county or State Extension workers, other qualified staff at your University, community leaders or friends of 4-H. If, as usual, many more suggestions are made for articles than can be used, the Editor of the Review gains a reservoir to draw on for months that follow.

SHARING GOOD IDEAS
IN USE IN THE STATES

ARKANSAS - Pilot Work with Disadvantaged Youth

Intensive pilot work to test procedures and materials is being carried on in two counties under the leadership of Gene Word. Some of the most promising ideas are being used in ten additional counties under Dewey Lantrip's guidance.

CALIFORNIA - Volunteer Leadership

The January issue of California 4-H Letter is rich with ideas about volunteer leadership. Staff members in various counties described successful ideas for recruitment, training, and helping leaders.

FLORIDA - "Let's Shop"

Dade County 4-H Club girls have had a worthwhile experience with a food buying-consumer education project they call "Let's Shop." The work involved a study of prices for foods in a sample menu of beef, potatoes, green beans, milk, biscuits and gelatin dessert. Each girl chose one of the products for her special study. She bought at least three brands of that product and prepared them for her family, noting cost, time and energy used, and the reaction of her family to each product. Later, each girl prepared the foods as a club demonstration, giving her family's decisions.

GEORGIA - 4-H Electronics

In tune with efforts to enrich the 4-H program through science and technology, a new program is offered in electronics. An attractive brochure explaining the program and project outline is available. The Rural Division, Georgia Power Company, offers trips to the State Congress for winners from each of the six districts, plus other trips and a scholarship.

ILLINOIS - Poison Proof Your Home

Outstanding work was done by 4-H Clubs in preventing accidental poisonings under a program that was aimed at and adapted to several different Extension groups. The program was started by the health specialist. A set of 33 colored slides and a poison check list was sent to home advisers. The 4-H newsletter promoted the use of the material by 4-H Clubs. Additional emphasis was provided when the 4-H district specialists used the information from the poison proof program as an example in developing a program planning outline. Copies of the comic book, "Dennis the Menace Takes a Poke at Poison" were used extensively. (Booklet from Department of Health, Education and Welfare).

INDIANA - New Leader Letter

Indiana joins the ranks of States who send a leader letter to volunteer adult and junior leaders. It's called Hoosier 4-H News, and is printed on legal size paper, which can be folded to give an address "face."

IOWA - Brochure About Camping Center

An attractive new brochure tells the story of the Iowa 4-H Camping Center. It explains how the Center has been developed through the efforts and contributions of 4-H members, leaders and loyal 4-H friends. Excellent photographs show the experiences of 4-H campers.

KANSAS - Leadership Development

A big step forward in expanding the involvement of local people in 4-H work was made by Kansas in the first training school for a new group of county project leaders, reports Dr. E. J. Niederfrank who attended the conference. It was for new county project leaders in organization, photography, clothing, forestry, and woodcraft. About 50 attended from 21 counties. The training focused on various aspects of their new role as county leaders. Others are expected to be named and trained in coming years based on experience with the first group. The county project leaders will spearhead the development of project groups and project group leaders in the community 4-H Clubs. This will help to free agents for more work in directing the overall 4-H program of the county.

MICHIGAN - Leader of the Month

Volunteer 4-H Club leaders are interviewed each month over Station WJR. This is a continuing activity over a period of many years with excellent response. Counties are invited to submit names of leaders who have interesting stories to tell about particular projects, activities or local programs.

MICHIGAN - Management for You

A new program is being developed by the home management specialists with help from a state-wide committee. They are planning experiences to help 4-H'ers learn ways to guide their thinking in terms of making decisions according to what they and their families value most.

MINNESOTA - Traffic Safety Workshops

Twelve workshops are scheduled throughout the State in February in an effort to combat the rising toll of death on Minnesota highways. Youth from several organizations will participate. 4-H members have the special assignment of discussing safety aspects of the automotive project. They will show the film, "The Paducah Story."

MONTANA - Young Citizens Conference

The second young citizens Conference held in Billings expanded into other youth groups in Billings and Yellowstone County besides 4-H. Some of the groups also worked with 4-H in carrying out the details of planning and conducting the conference.

NEBRASKA - Follow-Up of Careers Survey

For 4-H Week in 1963, 4-H members interviewed two or more adults in occupations of particular interest to them. One of the questions was to list the 4-H activities featured in 4-H and to get the adult's reaction as to whether they would be useful in preparing for his line of work. (Public speaking was at the top of the list, closely followed by demonstrations.) A year later a follow-up was done with the members to see where they were in their career exploration and what were the sources of help to them.

NEW JERSEY - Senior 4-H Programs

Three County staff members, plus Francis Mansue and Tom Murphy of the State staff are giving special attention to Senior 4-H, including junior leadership. Eleanor Wilson worked with them during a two-day conference in January.

NORTH CAROLINA - 4-H Communications Training by TV

The Department of Agriculture Information and State 4-H Leaders are promoting a series of five special one-hour lessons on the basic skills of using radio, TV, newspapers and photography in community and Club projects. The five lessons are presented as a series on Station WUNC-TV on Saturday mornings.

OREGON - Rock and Mineral Specimens

Mr. Herb Schlicker of the State Department of Geology in Oregon has prepared sets of 35-40 identified rock and mineral specimens. Mr. Schlicker used these for classes he taught, and has offered the materials to Oregon Agents for approximately \$5.00 per set. If interested in this arrangement and how it is working, you might want to contact Cal Monroe.

OREGON - Service in an Emergency

Following the recent flood, a set of timely information pieces on first aid to equipment, furniture, houses and clothing were distributed by the Extension Service. In Multnomah County, the Empire Builders (older 4-H) took on the job of distributing the material to a large area of suburban and metropolitan residences and industrial areas.

/NEWS OF OUR CO-WORKERS/

Maurice L. Hill, Program Leader on our staff for the past three years, has joined the staff of the VISTA program, Office of Economic Opportunity. As a pioneer staff member in the new program, Maury will have the title of Program Leader, Rural Projects. One of his responsibilities will be to serve as a liaison between VISTA and Extension. He had had county and State 4-H experience in Michigan and Connecticut before joining our staff.

Laurel Sabrosky will also be keenly missed by co-workers in our Division and Extension workers everywhere. She was a valued consultant with us as well as carrying a heavy field schedule. The "Sabrosky Series," which interprets 4-H research in terms of action programs will be one frequent reminder of her good work of 30 years. Our staff had the pleasure of planning a retirement dinner for Laurel as an expression of our appreciation.

Dr. Russell Mawby has assumed his new duties as Director of the Agricultural and Rural Affairs Division, Kellogg Foundation, Battle Creek, Mich. From the time he was an IFYE in the first group in 1948, he has continued to be in the forefront of many important developments in 4-H Club work. We feel sure he will now contribute to 4-H from a different vantage point.

Mrs. Ruth Weston leaves her post in New Hampshire after a 35-year career of county and State assignments. She has been dedicated in her service and has been appreciated in her native State and by co-workers across the nation.

Mrs. Mamie Marty is newly appointed to the New Hampshire staff with the title of Program Specialist, 4-H Youth Development. Mrs. Marty has recently completed work on a Master's degree at the University of Wisconsin, and has worked in Extension in both Wisconsin and Hawaii.

Charles F. Dvorak, Jr. is the new leader, replacing Ken Lovejoy, in Maine. Charles has had considerable experience in 4-H, including service as a county 4-H agent in Connecticut.

Marcue R. Barnett has been appointed Field Agent in 4-H Extension Program in Kentucky.

Robert W. Blanton, Virginia, has embarked on study leave. Dorothy Duncan, California, has extended her study period at George Washington University for another quarter, where she is enrolled in the Behavioral Science Center. Charlotte Conaway, Maryland, plans to do more graduate study at the University of Wisconsin.

Kenneth Anderson is the new president of Farm-City Week Committee. This happened while he was in the rush of National 4-H Congress. Congratulations, Ken.

Warren E. Schmidt, on leave as International Programs Leader at the National 4-H Foundation, will be with F.A.O. in Rome, Italy, for a year. He will be primarily concerned with F.A.O. rural youth programs in Africa and the Middle East.

Extension youth representatives meeting for the Task Force on Economic Opportunity in December were Dr. Bill Skelton, Bill Pease, Charline Lindsey, Carlton Blalock, Noreen Ray, Maurice Little, Alfred Voltz, Buddy Russell, plus Norman Mindrum and Grant Shrum as consultants. Our Division Task Force of John, Eleanor, and Bob were also actively involved. A copy of their report has been sent to State leaders.

Dr. Gaylord P. Whitlock, Head Family and Consumer Sciences in California, represented us at a special conference called by the National Foundation and involving leaders of youth programs.

IN CLOSING

We first saw the following in Quote magazine. Some of us have used it with local leaders, who immediately see implication for 4-H:

The five most important words are

"I am proud of you."

The four most important words are

"What is your opinion?"

The three most important words are

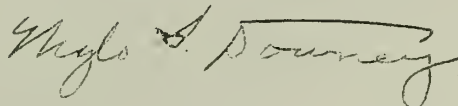
"If you please."

The two most important words are

"Thank you."

The least important word is "I."

Sincerely yours,



Mylo S. Downey, Director
4-H and Youth Development

Program Leaders:

V. Joseph McAuliffe (study leave)
Robert R. Pinches
Edgar A. Reeves, Jr.
Lloyd L. Rutledge
Eleanor L. Wilson

John W. Banning, Assistant Director
Fern S. Kelley, Assistant Director
(Editor of IDEAS)

Enclosures

